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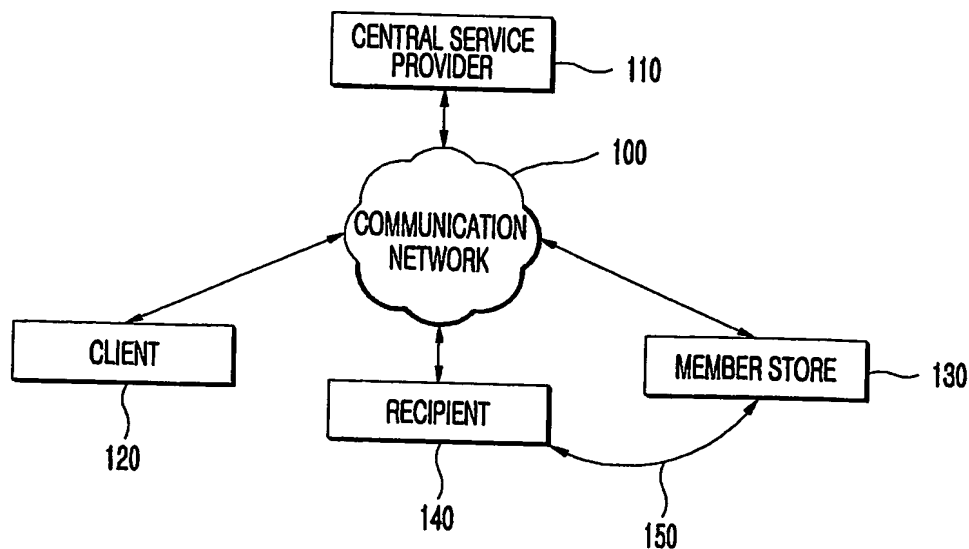
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(54) Title: ELECTRONIC COMMERCE METHOD USING COMBINED PUBLICITY ACCORDING TO GOODS/SERVICE TYPE AND COMPUTER READABLE RECORDING MEDIA STORING PROGRAM FOR EXECUTING THE SAME



(57) Abstract: Electronic commerce method using combined publicity according to goods/service type includes the steps of referring to a unique communication code or a detailed product/service code input by a client accessing a central service provider server to read corresponding product/service information; transmitting order-related information to a specific member store terminal; delivering the ordered product/service to an address of recipient together with combined public information and a publicity item from the member store; and receiving and managing information related to the delivery. This method may reduce costs for publicity due to the combined publicity and the gift as well as raise interest in the publicity media by inducing customers to participate in events, and it also ensures convenience in ordering.